

Get AI-Ready with Microsoft 365 Business Premium Now

What is the M365 Business Premium New Customer Offer in CSP?

Offer:	CSP Partners receive 15% off the net partner price for the M365 Business Premium Annual Commitment price throughout the duration of the promotion period
Customer Eligibility:	<ul style="list-style-type: none"> • Audience: New-to-Microsoft Cloud License customer tenants (enforced by the NewCustomer Constraint – tenant history cannot any purchase or trial history of any Microsoft Cloud Per-User Licenses)
Channels:	<ul style="list-style-type: none"> • Channels: CSP – Modern (New Commerce)
Geographies:	<ul style="list-style-type: none"> • Available Geographies: Western Europe, CEMA, France, Canada, LATAM, Japan, Korea, Taiwan, Hong Kong, and Singapore* • Notable Exclusions: United States, Germany, United Kingdom, Mainland China, Australia & New Zealand
Period:	<ul style="list-style-type: none"> • Period: August 1st, 2023 – December 31st, 2023.
Promo Transaction Limits:	<ul style="list-style-type: none"> • Promo Transaction Limits: Maximum of 300 seats per eligible customers • Billing Flexibility: Available on Annual and Monthly Billing Options
Target Audience:	<ol style="list-style-type: none"> 1) Customers with Existing Microsoft On-Premise Licenses looking to begin their cloud migration 2) Customers with 3rd Party Vendors with competing productivity or security solutions (cloud & on-premise) <p>This offer is not available for use to upgrade existing O365/M365 Cloud subscriptions to M365 Business Premium</p>

*Full Market List available in following slide. Offer not available on M365 Business Premium monthly commitment subscriptions. Offer available on Annual Commitment Subscription for both monthly and pre-paid billing options

 **For more details** about the M365 Business Premium New Customer Offer in CSP, please review the [Offer FAQ](#)

Where is this M365 Business Premium New Customer Acquisition Offer Available?

LATAM	Western Europe	Asia-Pacific	North America	Central and Eastern Europe, Middle East, Africa		
Bolivia	Austria	Japan	Canada	Albania	Ukraine	Morocco
Colombia	Belgium	Korea		Armenia	Russia	Nigeria
Ecuador	Luxembourg	Hong Kong		Azerbaijan	Cyprus	Senegal
Paraguay	Denmark	Taiwan		Belarus	Greece	Tunisia
Peru	Iceland	Singapore		Bosnia and Herzegovina	Malta	Uganda
Uruguay	Finland			Bulgaria	Poland	Zambia
Argentina	Ireland			Croatia	Romania	South Africa
Brazil	Italy			Estonia	Czechia	Israel
Costa Rica	Netherlands			Georgia	Slovakia	Bahrain
Dominican Republic	Norway			Hungary	Algeria	Iraq
El Salvador	Portugal			Kazakhstan	Angola	Jordan
Guatemala	Spain			Kosovo	Botswana	Kuwait
Honduras	Sweden			Latvia	Cameroon	Lebanon
Jamaica	Switzerland			Lithuania	Côte d'Ivoire	Oman
Panama	France			Moldova	Egypt	Pakistan
Puerto Rico				Montenegro	Ghana	Qatar
Trinidad & Tobago				North Macedonia	Iran	Saudi Arabia
Venezuela				Serbia	Kenya	Turkey
Chile				Slovenia	Libya	United Arab Emirates
Mexico				Turkmenistan	Mauritius	



Notable Exclusions

Germany | United Kingdom

**Mainland China
Australia & New Zealand**

United States

(Please see Offer FAQ for additional details)

Offer Customer Opportunity Target Scenarios

Offer Details

Eligible customers qualify for a 15% discount on M365 Business Premium annual commit

Please review the [Offer FAQ](#) (available June 20th)

Customer Eligibility

Promotion is available **only to new-to-Microsoft Cloud customers**. Newly created tenants will also qualify

Availability

Offer available from August 1st – December 31st, 2023

Available in Select Countries only* | NCE Only

Customer Targeting Scenarios (Available via [CloudAscent](#))

Customer Sprint	Available Customer Targeting Scenario	Recommended Partner Actions	Additional Resources
<p><u>Migration to Cloud</u></p> <p>Existing On-Premise Customer to the Microsoft 365 Cloud</p>	<ol style="list-style-type: none"> Office 2016/2019 Customers (Approaching End of Support) Office 2013 and EOS Office Edition Customers Customer with on-prem Exchange & Sharepoint Server services 	<ul style="list-style-type: none"> Contact SMB customers on Office 2016/2019 as they reach End of Support in Oct 2023 w/ M365 connectivity; Reapproach SMB customers on Office 2013 Attend the CSP Masters Sales and Technical Bootcamp (registration soon) and CSP Masters On-Demand Integrate "Get AI-Ready" in M365 BP's to-customer messaging as a milestone in their road to M365 Copilot 	<p>Plan an upgrade from older versions of Office to Microsoft 365 Apps</p> <p>Customer Conversation Guide on Security with Business Premium</p> <p>Get AI-Ready customer pitch deck and to-customer email templates</p>
<p><u>Compete - Productivity</u></p> <p>Customer with compete 3rd party cloud vendors</p>	<ol style="list-style-type: none"> Customer has Zoom products without active O365/M365 products Customers has Google Workspace without active O365/M365 product Customers on 3rd Party On-Prem Solution with "Act Now" propensity rating 	<ul style="list-style-type: none"> Leverage CloudAscent to identify potential new acquisition targets approaching expiration ("Act Now") Contact new customers approaching time of renewal to pitch the value of M365 Secure Productivity Capture AI excitement through M365 Business Premium as a foundational step to be AI-ready for M365 Copilot 	<p>Video: Top 5 benefits of Microsoft 365 Business Premium</p> <p>To-Customer Business Decision Maker Business Premium Pitch Deck</p> <p>Compete: Customer-ready leave-behind</p>
<p><u>Compete – Security</u></p> <p>Customer with compete 3rd party security vendors</p>	<ol style="list-style-type: none"> Customer with a compete vendor in Endpoint Security (e.g., CrowdStrike, McAfee, etc.) Customer with a compete vendor in Network Security (e.g., Palo Alto Networks) 	<ul style="list-style-type: none"> Leverage CloudAscent to identify potential new acquisition targets approaching expiration ("Act Now") Call targets to explain the value of Defender for Business & other security features + vendor cost saving potential Attend the CSP Masters Sales and Technical Bootcamp (registration soon) and review available IT Trainings 	<p>To-Customer IT Decision Maker Business Premium Pitch Deck</p> <p>Deliver next-level managed security services by mapping to cybersecurity frameworks</p> <p>Customer Defender for Business Guide</p> <p>Protect against Cyberthreats and Security Threats Checklist</p>